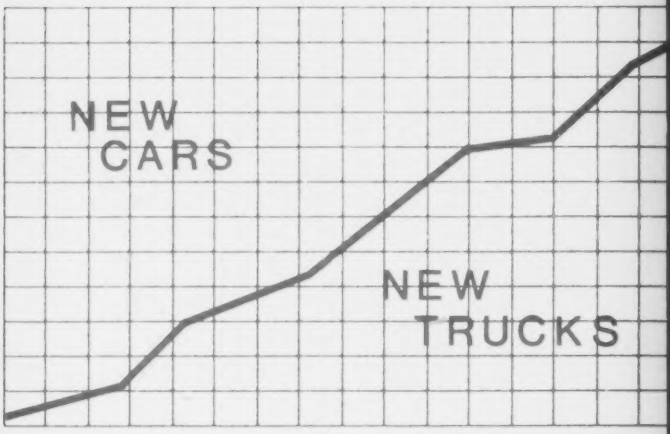
C7715-3A

AUGUST
1991

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R L POLK & CO
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	7258	13576	53.46	1.08	1.76
LEBARON	3325	7363	45.16	.50	.95
NEW YORKER	956	3124	30.60	.14	.41
5TH AVE	2430	2018	120.42	.36	.26
IMPERIAL	552	798	69.91	.07	.10
DODGE	20455	22797	89.77	3.03	2.96
DAYTONA	1106	2661	41.56	.16	.35
SHADOW	6525	5639	115.73	.96	.73
SPIRIT	3972	4687	84.75	.59	.61
DYNASTY	4420	5180	85.33	.66	.67
PLYMOUTH	13965	15994	87.32	2.07	2.08
HORIZON	33	604	5.46	-	.08
SUNDANCE	4468	4877	91.61	.66	.63
ACCLAIM	5351	5794	92.35	.80	.76
LASER	2598	2874	90.40	.39	.37
EAGLE	4801	5749	83.61	.71	.75
PREMIER	947	2678	35.36	.14	.35
TALON	2372	2050	115.71	.35	.27
CHRYSLER CORP.	46496	58115	80.01	6.89	7.55
FORD	91763	105400	87.06	13.60	13.69
ESCORT	23290	21967	106.02	3.45	2.85
PROBE	8697	10233	84.99	1.29	1.33
MUSTANG	6885	10351	66.50	1.02	1.34
TEMPO	17522	16245	107.86	2.60	2.11
TAURUS	21861	24955	87.60	3.24	3.25
CROWN VICTORIA	5410	9487	57.03	.80	1.23
THUNDERBIRD	5474	7618	71.86	.81	.99
LINCOLN	13939	20474	68.08	2.07	2.66
MERCURY	31404	35787	87.75	4.65	4.65
TRACER	3733	3779	98.78	.55	.49
TOPAZ	4697	5832	80.54	.70	.76
SABLE	7601	9995	76.05	1.12	1.30
COUGAR	5990	5809	103.12	.89	.75
GRAND MARQUIS	7393	8937	82.76	1.10	1.16
FORD MOTOR CO.	137106	161995	84.64	20.32	21.04
BUICK	37397	43630	85.71	5.54	5.67
SKYLARK	2657	5532	48.03	.39	.72
CENTURY	8233	8591	84.73	1.21	1.13
REGAL	7865	9017	87.22	1.17	1.17
LESABRE	6530	12385	48.51	.93	1.69
ROADMASTER	4302	-	-	.64	-
PARK AVE	6931	4778	145.05	1.03	.62
RIVIERA	935	2003	45.68	.14	.26
REATTA	174	587	29.64	.03	.08
CADILLAC	14677	17399	84.36	2.18	2.26
ALLANTE	337	257	131.13	.05	.03
ELDORADO	944	1696	55.66	.15	.22
SEVILLE	825	2764	29.85	.12	.36
CHEVROLET	88310	112707	78.35	13.10	14.64
PRIZM	11177	10417	107.30	1.66	1.35
CAVALIER	16020	19533	82.02	2.37	2.55
LUMINA	15311	18127	84.47	2.27	2.35
CORSICA	13426	10548	127.28	1.99	1.37
BERETTA	4598	8922	52.66	.70	1.16
CAMARO	5032	7970	63.14	.75	1.04
CORVETTE	1270	1961	64.76	.19	.25
CAPRICE	7208	14253	50.57	1.07	1.85
OLDSMOBILE	31540	38786	96.27	5.53	5.04
CALAIS	3728	7283	51.19	.55	.95
CUTLASS CIERA	12055	9594	125.65	1.79	1.24
CUTLASS SUPRM	5526	6365	102.51	.97	.83
TORONADO	430	1293	33.26	.06	.17
PONTIAC	38881	56140	69.26	5.76	7.29
SUNBIRD	7145	11212	63.74	1.06	1.46
GRAND AM	8138	17583	46.28	1.21	2.27
6000	964	3456	27.89	.14	.45
BONNEVILLE	7083	5338	132.69	1.05	.69
FIREBIRD	2517	3907	64.42	.37	.51
GRAND PRIX	9024	9446	95.53	1.34	1.23
SATURN	6903	-	-	1.02	-
GEN. MTRS. CORP	223537	268874	83.20	33.15	34.90
MISC. DOMESTIC	-	-	25.20	-	-
OTHER IMPORT	267631	281174	95.20	39.66	36.51
U.S. TOTAL	674711	769323	87.64		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	84158	122231	68.85	1.52	1.98	179892
LEBARON	39400	61097	64.49	.71	.99	86996
NEW YORKER	10560	28410	37.17	.19	.46	37860
5TH AVE	25943	22386	115.89	.47	.36	38253
IMPERIAL	7551	7148	105.64	.14	.12	12730
DODGE	220858	216281	102.12	3.98	3.51	352846
DAYTONA	11428	23734	48.15	.21	.38	33906
SHADOW	50966	44943	113.40	.92	.73	69642
SPIRIT	54252	56469	96.07	.98	.92	92134
DYNASTY	71551	57090	125.33	1.28	.93	104383
PLYMOUTH	130230	160407	81.19	2.35	2.60	247582
HORIZON	5902	11459	51.17	.01	.19	12745
SUNDANCE	31975	38955	81.99	.58	.63	62869
ACCLAIM	67105	65720	102.11	1.21	1.06	108697
LASER	19862	28102	70.68	.35	.46	39154
EAGLE	39720	39703	99.04	.71	.64	58136
PREMIER	8569	11913	71.93	.15	.19	17147
TALON	20448	17861	114.46	.37	.29	27300
CHRYSLER CORP.	474556	538622	88.11	8.56	8.73	838456
FORD	731973	894462	81.83	13.21	14.51	1313488
ESCORT	167348	181190	92.36	3.02	2.94	285143
PROBE	58405	84733	68.91	1.05	1.37	101981
MUSTANG	53050	83391	63.62	.96	1.35	124578
TEMPO	128840	149264	86.32	2.32	2.42	215280
TAURUS	202191	213975	94.49	3.66	3.48	312012
CROWN VICTORIA	47186	74570	63.28	.85	1.20	116241
THUNDERBIRD	51126	59988	85.22	.92	.97	104179
LINCOLN	127772	154639	82.62	2.30	2.51	229836
MERCURY	255206	257802	98.99	4.60	4.18	386253
TRACER	31290	16185	193.69	.56	.26	33295
TOPAZ	40558	51678	78.48	.73	.84	71850
SABLE	66331	55175	120.22	1.20	.89	95592
COUGAR	41441	53913	76.88	.75	.87	74753
GRAND MARQUIS	62698	58722	91.23	1.13	.95	102674
FORD MOTOR CO.	1114351	1310260	85.05	20.11	21.25	1933595
BUICK	362423	346129	104.71	6.54	5.61	531502
SKYLARK	50723	60389	83.97	.91	.99	89852
CENTURY	86614	75992	113.98	1.57	1.23	113105
REGAL	73861	51589	143.17	1.33	.84	87036
LESABRE	62598	104552	59.87	1.13	1.69	151967
ROADMASTER	19883			.36		3
PARK AVE	57382	33459	171.55	1.04	.54	61747
RIVIERA	9456	14631	64.63	.17	.24	20594
REATTA	12926	4522	285.77	.23	.07	6319
CADILLAC	134591	157185	85.63	2.43	2.55	257923
ALLANTE	2055	1951	105.33	.04	.03	3148
ELDORADO	10546	16222	65.01	.19	.26	23156
SEVILLE	19020	24659	77.13	.34	.40	32912
CHEVROLET	814395	923225	88.21	14.69	14.98	1322772
PRIZM	69556	76544	90.86	1.25	1.24	107120
CAVALIER	132247	167791	102.37	3.47	3.07	292551
LUMINA	147320	152237	96.77	2.66	2.47	214974
CORSICA	121318	113607	106.79	2.19	1.84	154108
BERETTA	42406	71810	59.05	.76	1.16	95403
CAMARO	33988	55170	61.57	.61	.89	76593
CORVETTE	11609	15685	74.02	.21	.25	21188
CAPRICE	83116	110483	75.23	1.50	1.79	145788
OLDSMOBILE	292680	343651	85.12	5.28	5.58	505283
CALAIS	45088	67354	66.94	.81	1.09	99324
CUTLASS CIERA	93137	92394	86.98	1.68	1.51	132790
CUTLASS SUPRM	62512	69512	89.92	1.13	1.13	112677
TORONADO	5759	10104	57.00	.10	.16	14484
PONTIAC	351405	430118	81.70	6.34	6.97	626489
SUNBIRD	57552	73904	91.41	1.22	1.20	119073
GRAND AM	111005	146998	75.52	2.00	2.37	201452
6000	22025	31228	70.53	.40	.51	46800
BONNEVILLE	40569	44228	91.95	.73	.72	67247
FIREBIRD	15406	27589	55.84	.28	.45	38230
GRAND PRIX	69760	78456	88.92	1.26	1.27	115093
SATURN	1749	-	-	.03	-	1738
GEN. MTRS. CORP	1993456	2210528	90.18	35.95	35.85	3245969
MISC. DOMESTIC	12	58	20.68	-	-	77
OTHER IMPORT	1260179	2103220	59.89	22.72	34.12	3141532
U. S. TOTAL	5544714	6166758	89.93			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	%	YEAR TO DATE		% '91	% IND	
	1991	IND	1991	1990	VS '90	1991	1990
CHEVROLET	90578	24.31	707831	850349	83.24	24.70	25.71
CHRYSLER	307	.08	2377	1892	125.63	.08	.06
DODGE	35026	9.40	308383	331076	93.15	10.76	10.01
FORD	102580	27.58	809346	975576	82.96	28.23	29.47
FREIGHTLINER	1685	.45	13886	16107	86.21	.48	.49
G.M.C.	26350	7.07	203350	240821	84.44	7.10	7.28
HINO	160	.04	1312	1600	82.00	.05	.05
ISUZU	8914	2.39	71497	76548	93.40	2.50	2.31
IVECO	16	-	593	1673	35.45	.02	.05
JEEP	16104	4.32	112713	131814	85.51	3.93	3.98
KENWORTH	888	.24	7677	10752	71.40	.27	.33
MACK/MIDLINER	796	.21	7627	12684	60.13	.27	.38
MERCEDES BENZ	91	.02	749	1175	63.74	.03	.04
MITSUBISHI FUSO	250	.07	1989	2157	92.21	.07	.07
NAVISTAR	5934	1.59	40857	47207	86.55	1.43	1.43
OLDSMOBILE	2932	.79	18508	14872	124.45	.65	.45
OSHKOSH	401	.11	3027	2957	102.37	.11	.09
PETERBILT	911	.24	6980	9510	73.40	.24	.29
PLYMOUTH	14303	3.84	116711	121205	96.29	4.07	3.66
PONTIAC	2009	.54	14522	19099	76.04	.51	.58
SCANIA	1	-	12	70	17.14	-	-
UD	219	.06	1311	1561	83.98	.05	.05
VOLVO	53	.01	502	552	90.94	.02	.02
WESTERN STAR	53	.01	425	719	59.11	.01	.02
WHITEGMC	875	.23	6911	9257	74.66	.24	.28
OTHER IMPORTS	50380	16.21	402140	423308	95.00	14.03	12.80
MISC. DOMESTIC	709	.19	4247	3447	123.21	.15	.10
U. S. TOTAL	372525		2865483	3307988	86.62		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	426583	261946	9256	2087	49	3728	3948	234
CHRYSLER	2377	-	-	-	-	-	-	-
DODGE	225219	83164	-	-	-	-	-	-
FORD	498326	275929	-	12874	-	3588	13284	5345
FREIGHTLINER	-	-	-	-	-	-	10	13876
G.M.C.	97651	90324	1315	1224	154	3108	9128	446
HINO	-	-	190	-	267	390	465	-
ISUZU	65476	-	4214	580	553	517	157	-
IVECO	-	-	366	139	31	57	-	-
JEEP	112713	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	155	7522
MACK/MIDLINER	-	-	-	-	-	232	624	6771
MERCEDES BENZ	-	-	-	-	-	216	533	-
MITSUBISHI FUSO	-	-	1102	-	399	235	253	-
NAVISTAR	-	-	-	16	32	5059	19950	15800
OLDSMOBILE	18508	-	-	-	-	-	-	-
OSHKOSH	-	143	224	1278	1003	246	4	129
PETERBILT	-	-	-	-	-	-	161	6819
PLYMOUTH	116711	-	-	-	-	-	-	-
PONTIAC	14522	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	12
UD	-	-	353	-	462	295	201	-
VOLVO	-	-	-	-	-	-	407	95
WESTERN STAR	-	-	-	-	-	-	-	425
WHITEGMC	-	-	-	-	-	-	-	6911
OTHER IMPORTS	396344	5796	-	-	-	-	-	-
MISC. DOMESTIC	426	235	52	-	2	898	582	2052
TOTAL	1974856	717537	17072	18198	2952	18569	49862	66437
1990 TOTAL	2155149	939267	20582	22187	3944	23403	55956	87500
1991 vs '90	91.63	76.39	82.95	82.02	74.85	79.34	89.11	75.93

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

REGISTRATIONS FOR THE STATES OF KANSAS, MAINE AND NEW HAMPSHIRE ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	55347	1.00	50576	.82
CHEVROLET STORM	56104	1.01	64320	1.04
DODGE COLT DL/VISTA SW	13082	.24	14567	.24
DODGE STEALTH	11975	.22	-	-
EAGLE SUMMIT	10303	.19	9637	.16
FORD FESTIVA	23827	.43	37951	.62
GM LOTUS	213	-	119	-
MERCURY CAPRI	12888	.23	2169	.04
PLYMOUTH COLT DL/VISTA SW	10736	.19	13628	.22
PONTIAC LEMANS	24988	.45	27691	.45
TC by MASERATI	704	.01	2651	.04
OTHERS	-	-	3988	.06
TOTAL DOMESTIC SPONSORED IMPORTS	220127	3.97	227107	3.68
OTHER IMPORTS				
ACURA	93901	1.69	95712	1.55
AUDI	8470	.15	14163	.23
BMW	33532	.60	39616	.64
DAIHATSU	3867	.07	6962	.11
HONDA	450137	8.12	478995	7.77
HYUNDAI	81591	1.47	90651	1.47
INFINITI	22865	.41	12131	.20
ISUZU	8729	.16	2795	.05
JAGUAR	7041	.13	12150	.20
LEXUS	40033	.72	37525	.61
MAZDA	152279	2.75	153232	2.48
MERCEDES BENZ	39408	.71	47214	.77
MITSUBISHI	106923	1.93	98995	1.61
NISSAN	245745	4.43	282988	4.59
SAAB	17983	.32	18532	.30
SUBARU	71381	1.29	70002	1.14
TOYOTA	449755	8.11	477347	7.74
VOLKSWAGEN	61939	1.12	85351	1.38
VOLVO	50869	.92	63363	1.03
OTHERS	14201	.26	19495	.32
TOTAL OTHER IMPORTS	1950719	35.37	2107220	34.17
GRAND TOTAL ALL IMPORT CARS	2180846	39.34	2334327	37.85

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	3138	.11	8423	.25
DODGE RAIDER	49	-	1357	.04
CHEVROLET GEO TRACKER	22007	.77	21953	.66
OTHER IMPORTS				
ISUZU	65476	2.28	69345	2.10
MAZDA	79927	2.79	82031	2.48
MITSUBISHI	20178	.70	30623	.93
NISSAN	107810	3.76	108379	3.28
SUZUKI	10452	.36	10480	.32
TOYOTA	175749	6.13	181699	5.49
VOLKSWAGEN	3731	.13	4573	.14
OTHERS	4293	.15	5523	.17
TOTAL OTHER IMPORT TRUCKS	467616	16.32	492653	14.89
GRAND TOTAL ALL IMPORT TRUCKS	492810	17.20	524386	15.85

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

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